



VOLUME 20

CEC NEWS

SPRING 2024

Celebrating our Silver Anniversary

Since March 19th, 1999, our partnership with Carolina Eastern, Inc. has been a remarkable journey. What began as a modest venture—armed with just one 6-wheel auger truck and a road tractor with a 7-hopper auger trailer for fertilizer and one road tractor and dump trailer for cornmeal—has blossomed into Western New York's premier fertilizer facility. Today, we proudly serve local farmers, and our story is one of growth, dedication, and community.

Our roots trace back to the original LeRoy



Bill Crocker (left) with Al Phillips, President of Carolina Eastern getting together to recognize 25 years of partnership.

location, where our fertilizer facility first took shape. In 2001, we re-entered the custom application business and ventured into the farm seed business. Our partnership with Pioneer, which began in 2003, solidified our position as one of the Northeast's largest dealers.

As demand surged, we outgrew those humble beginnings and in 2003, we seized the opportunity to expand by acquiring the former J. D. Buckley and Son location in Stafford. We continued to operate out of the LeRoy office until January of 2015, when we moved to our new office building in Stafford.

The expansion continued with the purchase of the former Jeffres Ag Service facility in Pavilion, NY in 2017. This acquisition ensures the long-term commitment of keeping this location viable and competitive.

We have made numerous additions and upgrades to the Stafford property in the past 21 years including adding dry and liquid storage facilities, automating blending systems, and constructing a seed warehouse. These upgrades ensure efficiency and reliability for our valued clients.

On October 1, 2022, we made a pivotal

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decision: to sell our LeRoy corn grinding facility to Howlett Farms. This move allowed us to channel all our energies into our thriving agronomy enterprises.

Our team has come a long way since 1999. From Bill Crocker, our President, to Tom Wheeler, our General Manager, and our dedicated employees, we've grown into a family of 35 full-time team members and approximately 20 seasonal workers. Bill's grandfather, Clarence, who started the original farm store in 1930 would surely be astonished to see the progress made in the last several decades.

Carolina Eastern Inc., a privately owned family business based in Charleston, South Carolina, shares our commitment to family values and excellence. Established in 1972, their legacy spans three generations. Together, we celebrate the success of our joint venture.

To our loyal customers, hardworking employees, and the Carolina Eastern staff, we extend our heartfelt gratitude. Your trust and support have been instrumental in our achievements. Here's to the next 25 years and beyond!

Invoices

Statements

Email

Are you aware you can receive your invoices and/or statements via email? Many progressive farm businesses seem to prefer this method. If you would like to receive this eco-friendly option to ensure timely delivery, or have any questions on how this works, contact Julie at our Stafford office.

585-345-4141 or

jsutley@cecrock.com

Partnering with Carolina Eastern for 25 years

Serving Agriculture since 1930!

CHANGING OF THE GUARD



L to R: Kristin Evenski, Patti Yott

Please welcome our new Office Assistant, Kristin Evenski, who began on April 1 at our Stafford location. Kristin will be training under Patti Yott, who will be retiring on June 30th. Patti was our first Office Manager in 1999. She pursued other interests in 2008, before returning as Administrative Assistant in 2015 when we moved into the new office in Stafford. We appreciate Patti's many years of service and helping guide us through our early existence.

We are excited to add Kristin to the mix and are confident she will excel in her new position.

Taking your Wheat Yields to the Next Level



Adverse weather conditions and excessive nitrogen levels can lead to lodging in cereal crops. Harvest can be difficult to near impossible once plants lodge over. Because lodging can reduce yield anywhere from 10% – 40%, using a Plant Growth Regulator (PGR) like Trinexapac-ethyl can help reduce the incidence of lodging in cereal crops, specifically wheat. Trinexapac-ethyl works by thickening up the stem cells instead of elongating them, shortening the internodes of plants, and uses nitrogen more effectively. This allows the plant to be shorter and sturdier through harvest. This allows for more heads to be harvested leading to greater profits.

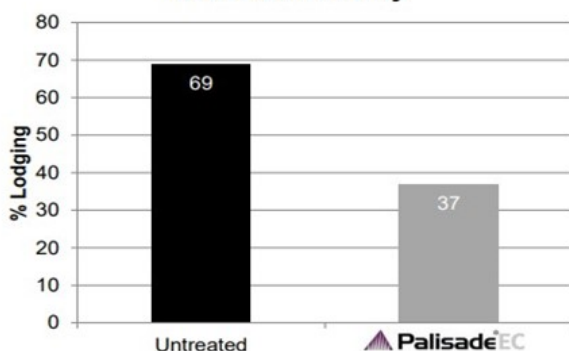
Two products that we stock at Carolina Eastern-Crocker that have this PGR are Palisade EC and Pinzola EC. Typically application of Triexapac-ethyl can be put down with your herbicide pass for a wheat crop. It must be applied between Feekes stage 4 (stem elongation) through Feekes stage 7 (Node Formation). **DO NOT** apply at or after Feekes 8 (when the flag leaf is visible). The rate of both Palisade EC and Pinzola EC is 10.5-14.4 oz/acre in a wheat crop and needs to be applied 45 days before harvest. The higher rate should be used when excessive nitrogen is used, or the wheat variety is prone to lodging. Swoop, a wheat variety sold at CE-Crocker's, is naturally prone to lodging, but has high-yield potential with a PGR. An application to this variety would be advisable. Yield contest growers have found that the use of PGRs was just as important as a fungicide application for high-yielding and high-quality wheat. Ask your salesman about putting down some Triexapac-ethyl on your wheat this spring.

Reduced Plant Height

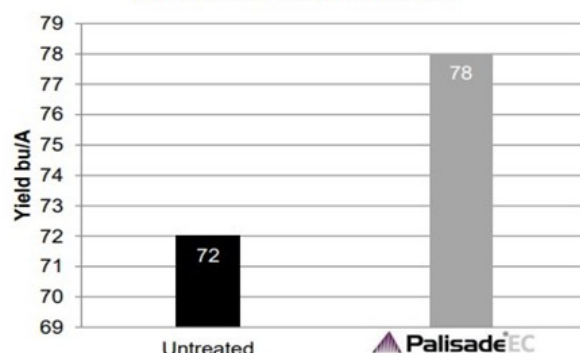


Source: University of Tennessee, Martin.

Better Standability



Maximized Yield Potential



Application rates: 0.09-0.114 lb ai/A (equivalent to 12-14.4 oz/A of Palisade EC). Number of trials = 11. Trials conducted in IL, KY, MD, MN, NY and OR.

DELIVER MORE

with nanotechnology by Nano-Yield™

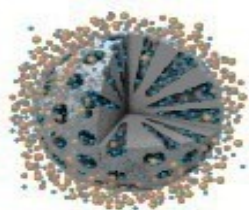
Nanoliquid® technology is a cutting edge technology that delivers nutrients or crop protection more efficiently into the plant either through root or foliar uptake. Nano-Yield offers specific types of patented nanoparticle technology engineered for driving chemistry and nutrition.



STANDARD RATE:
ONLY
4 oz/ac

SCAN THE CODE TO WATCH A BRIEF OVERVIEW OF OUR TECHNOLOGY

MIX



LOAD



DELIVER

OUR NANO PRODUCTS

NanoPro®

NanoPro® carrier adjuvant increases uptake of herbicides, insecticides, fungicides, and PGR products using a unique mode of action.

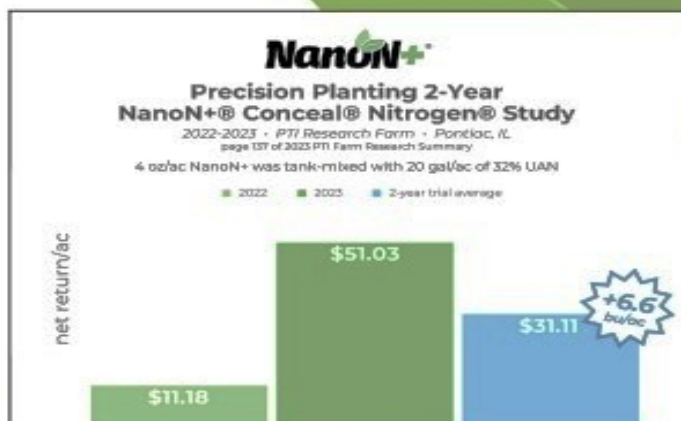
NanoN+®

NanoN+® carrier adjuvant increases uptake of liquid nutrient blends using a unique mode of action, decreasing waste and improving yield.

NanoK®

NanoK® delivers potassium acetate for enhanced foliar uptake, crop quality and yield. NanoK® also helps decrease drought stress through improved water regulation.

Carolina
Eastern
Crocker, LLC



VIEW ALL OF OUR
BECK'S PFR & PTI DATA HERE



Contact Us

Give us a call for more information about our services and products

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